

**SUMTER COUNTY BOARD OF COMMISSIONERS  
EXECUTIVE SUMMARY**

**SUBJECT:**        **Submission of Florida Crossroads Industrial Activity Center Project for Inclusion in the Comprehensive Economic Development Strategy – Withlacoochee Regional Planning Council (Staff recommends approval).**

**REQUESTED ACTION:**        **Approve submission of Florida Crossroads Industrial Activity Center Project for inclusion in the Comprehensive Economic Development Strategy**

☐ Work Session (Report Only)    **DATE OF MEETING:**    5/25/2010  
☒ Regular Meeting                      ☐ Special Meeting

**CONTRACT:**    ☒ N/A                                              Vendor/Entity: \_\_\_\_\_  
Effective Date: \_\_\_\_\_                                      Termination Date: \_\_\_\_\_  
Managing Division / Dept:    Planning

**BUDGET IMPACT:**

☐ Annual  
☐ Capital  
☒ N/A

**FUNDING SOURCE:** \_\_\_\_\_

**EXPENDITURE ACCOUNT:** \_\_\_\_\_

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**HISTORY/FACTS/ISSUES:**

The Withlacoochee Regional Planning Council (WRPC) is the administering agency for coordination of activities with the Federal Economic Development Administration (EDA). As part of its role, the WRPC is responsible for the development and update of a regional Comprehensive Economic Development Strategy (CEDS). The current CEDS was adopted in 2007 with subsequent annual updates. The CEDS includes a listing of significant economic development projects and opportunities. The purpose of this listing is to provide for a framework for regional economic development initiatives as well as provide for potential funding eligibility from the EDA. Inclusion, in the CEDS does not guarantee funding from the EDA nor does it obligate the County or the property owner from pursuing EDA funding.

Staff proposes to submit a project for inclusion in the 2010 CEDS update. This project is called the "Florida Crossroads Industrial Activity Center" (FCIAC). The FCIAC is comprised of the SR 44 and Florida Turnpike corridors from I-75 to US 301, with specific emphasis on the Lee Capital, Sumter, LLC, and Monarch Ranch properties. This area has been identified by the Board as a future major activity center through the Evaluation & Appraisal Report process.

In 2009, the Board approved over 3 million square feet of industrial land use entitlements on the Lee Capital and Sumter, LLC properties. In 2010, the Board is moving forward with the approval of an industrial future land use on the Monarch Ranch property to provide for 16 million square feet of industrial land use entitlements. These three properties could generate over 20,000 new jobs over the life of these projects (20-30 years). These properties are located in a highly strategic area of the state with exceptional access to major state transportation facilities (I-75, US 301, SR 44, Florida Turnpike, and CSX rail S-line).

Inclusion of the FCIAC in the 2010 CEDS update will provide for the additional recognition and emphasis of this area as a major future industrial activity and jobs center for the county, region, and state.

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Inclusion in the 2010 CEDS update does not obligate the County or property owners to any future actions or funding. In addition, the CEDS places no additional regulatory restrictions or limitations on the properties.

Staff contacted the representatives of the Lee Capital, Sumter, LLC, and Monarch Ranch properties regarding the potential inclusion within the 2010 CEDS update. A positive response was received from the representatives. A letter of support from Lee Capital and Sumter, LLC is attached. A letter of support from Monarch Ranch is in process but was not received prior to the agenda deadline.

Attached for the Board's information are:

Letter from Withlacoochee Regional Planning Council dated April 26, 2010

Letter of support from Lee Capital/Sumter, LLC

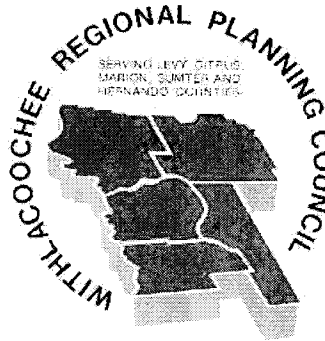
Map of Florida Crossroads Industrial Activity Center

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MICHAEL R. MOEHLMAN  
EXECUTIVE DIRECTOR

1241 S.W. 10th Street  
OCALA, FLORIDA 34471-0323

Telephone 352-732-1315  
FAX 352-732-1319  
email: [rmailbox@wrpc.cc](mailto:rmailbox@wrpc.cc)  
<http://www.wrpc.cc>



OFFICERS

RONALD ALLEN  
CHAIR

JOSEPH JOHNSTON, III  
VICE - CHAIR

April 26, 2010

To Whom It May Concern:

RE: Annual Comprehensive Economic Development Strategy (CEDS) Update

Withlacoochee Regional Planning Council (WRPC) staff will administer an update process for the region's CEDS in 2010. As you know, WRPC works with the Economic Development Administration (EDA) to maintain status as an economic development district. Each year new projects may be added to the CEDS pending final acceptance by EDA. **CEDS projects must be regional in scope, offer significant benefits at this scale, and connect the plan's strategic findings.** Once a project is added to the CEDS, public and non-profit partners become eligible to apply for federal grant assistance from EDA to help fund the infrastructure related costs of project development.

Pursuant to EDA Final Rule, modification of an adopted CEDS must be coordinated through the majority private sector CEDS Strategy Committee. To nominate a project, local government staff needs to complete the CEDS Project Summary Template enclosed. A digital copy of the finished summary should be emailed to [dconnolly@wrpc.cc](mailto:dconnolly@wrpc.cc) by June 1, 2010. The CEDS Strategy Committee will make a recommendation on 2010 project proposals at their annual meeting. That meeting will be held at 2:30 PM on Friday, July 9, 2010, in council offices located at 1241 S.W. 10<sup>th</sup> Street in Ocala. Proposals then advance to the WRPC Board of Directors for approval in September.

A primary goal of the CEDS is to ensure compliance with EDA Final Rule. Consequently, CEDS plan revision is accomplished as part of the Annual Performance Report to EDA due September 30, 2010. Therefore, the update schedule is fixed. New projects would not become part of the CEDS until accepted by EDA. Economic development organizations, municipalities, county-level participants, and private sector stakeholders alike are encouraged to work together proactively to identify those projects that will best act as local solutions to regional economic need.

Please remember that the CEDS already contains important projects that have been identified through the planning process as solutions to regional economic need on the basis of merit. **It will be difficult to add new projects to the CEDS this year. At a**

**minimum, new projects shall demonstrate significant, positive regional economic impact. Project impacts must also support the strategic findings of the CEDS.** This means proposals should document how project benefits implement CEDS Strategic Findings in areas such as job creation or retention, workforce enhancement, wage increase and economic diversification, etc. A copy of the adopted CEDS is available for review under the documents section of WRPC's website.

Your input about the CEDS is welcome. Please contact David Connolly, AICP, Senior Planner, at [dconnolly@wrpc.cc](mailto:dconnolly@wrpc.cc) or 352-732-1315 with questions or comments about any of the matters outlined above. I look forward to a successful CEDS update process.

Sincerely,

Michael R. Moehlman  
Executive Director

Enclosure: CEDS Project Summary Template

MRM/dc

**CEDS Project Summary Template**

**ACTION PLAN**

SUMTER, LLC  
2212 58th Avenue East  
Bradenton, Florida 34203

May 18, 2010

Mr. Michael Moehlman  
Executive Director  
Withlacoochee Regional Planning Council  
1241 S.W. 10th Street  
Ocala, Florida 34471-0323

RE: ECONOMIC DEVELOPMENT EFFORTS AT S.R. 44 TRANSPORTATION HUB

Dear Mr. Moehlman:

Sumter, LLC has just obtained its rezoning and some other development approvals to begin to market its lands near the hub at State Road 44 and the I-75/Florida Turnpike Interchange.

On the other side of S.R. 44, Lee Capital L.P. is at a similar stage to plan and develop its lands with similar efforts to create new businesses and bring new jobs to that portion of Sumter County. While these two large projects have some common ownership interests, they are very different projects with no common marketing program and no unified plan of development.

Both projects' ownership interests are encouraged to also see the recent application by the Sola family for a major multi-use development on the sprawling Monarch Ranch lands in this same area.

We have also been encouraged and supported by the Sumter County Commission and its staff, and by the Commission's engagement of Rick Dodge's e5 Solutions to assist these projects in trying to bring new capital and new jobs to this part of the RPC's 5-county area.

The national economy will probably remain a difficult challenge for new businesses for some years to come.

But we are going to try our best in this tough climate to plan and market our multi-use Industrial and Commercial/Office projects, particularly at this transportation hub location that serves the 5-county WRPC area and many counties beyond.

We would appreciate any appropriate assistance in these efforts by your WRPC office for our common objectives to bring new businesses and new jobs to the WRPC area.

Mr. Michael Moehlman  
May 18, 2010  
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As only one example, your office (like Mr. Dodge's) may often learn or know of particular federal or state funding programs or grant subsidies that could spark or boost these common efforts. Your office is also in the unique position to coordinate the individual development programs of our separate new projects.

More than ten years ago the WRPC adopted its long-range "Strategic Regional Policy Plan"(SRPP), many aspects of which are still very timely today.

The Comprehensive Economic Development Strategy (CEDS) is only one important example of a major program format or mechanism where your office can and does assist these local or individual project efforts.

Chapter II of that 1997 SRPP was devoted to Economic Development concerns. In its Section VII ("Problems, Needs and Opportunities...") the SRPP noted the excellent potential opportunities at our I-75/Turnpike/SR 44 hub.

While the SRPP had lamented the lack of Industrial sites, we believe our above projects at this hub location are making needed Industrial sites available now for these multi-use projects.

The SRPP (in above Chapter II-VII) listed a number of strategies, which are "interdependent and synergistic," and which are as important in 2010 as they were in 1997: "These strategies can be utilized by economic development organizations and local governments to facilitate a coordinated approach for economic development in the Region."

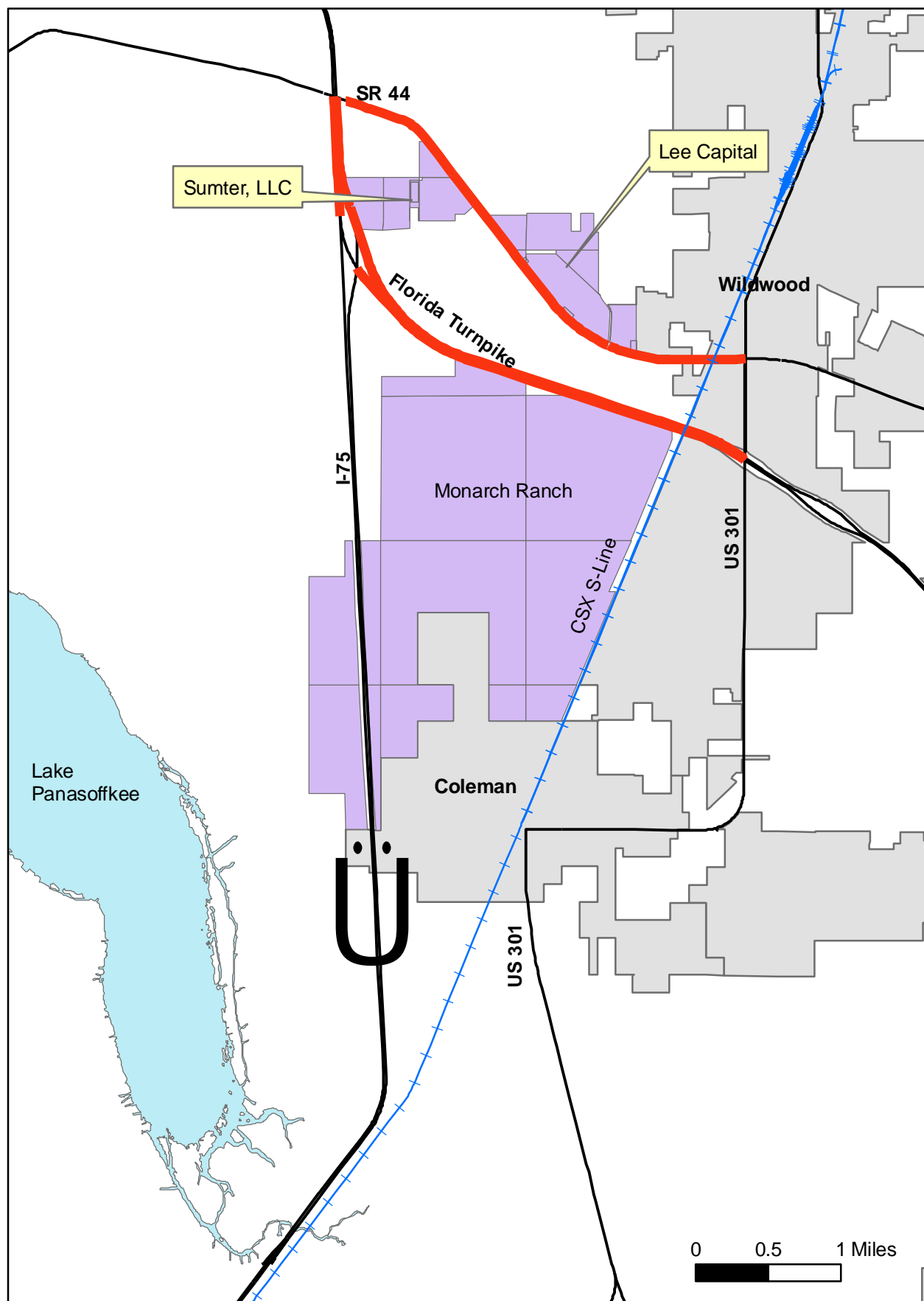
In these new business development efforts, we are not looking for a hand-out. But we want to confirm our openness to accept assistance from the public sector, particularly for any WRPC efforts to locate and administer or coordinate economic development programs, including any available new development funding that your office may know about. Such programs and funding can help the common efforts of all of us to bring new capital and new jobs to the Region.

Sincerely,



Connor Chambers  
CJC MANAGEMENT SERVICES  
for SUMTER, LLC  
and LEE CAPITAL L. P.

cc: Carlos Beruff, Sumter, LLC  
Brad Cornelius, Sumter County Planning Dept.



Florida Crossroads Industrial Activity Center